Electricity Means Comfort, Leisure to Nation's Families

American families this year, more than ever before, are aware that they can live better .. **electrically.** Young married couples, established families — even retired people planning their long-sought cottage —realize the benefits of comfort and convenience provided by electricity. And these benefits are brought right into every room of their homes.

With this public interest in mind, today's electrical appliance manufacturers spend no little effort designing their products to give every family in the country an important end product leisure time and the comfort to enjoy it. That's what these "electrical servants" do in every room of the house.

A brief visit through an all electric home illustrates this happy fact.

Yesterday's kitchen, for instance, was a place for mother to work. Today it is a "center" of living. Home designers and manufacturers brought forth smart ideas to abolish the time-taking chores. Food freezers and refrigerators to fit any family and almost every space are on the market. Tht electronic oven at lower prices is just around the corner; meanwhile the automatic electric ranges make cooking a new found pleasure. Efficient dishwashers, waste disposals, and washer-dryer combinations surround the other appliances in a well lighted arrangement. Group all these together and they give the American housewife the ultimate in convenience as she prepares for her busy family.

New Worlds Open

TV, radio and hi-fi phonographs bring new worlds of entertainment into the living room. But that's only part of the fun. For they can be enjoyed more in a cool, air conditioned setting. On occasion, home movies are displayed for friends, or the tape recorder is plugged in to preserve important events of family life.

In the bedrooms, electricity heats the blanket and adds that little luxury of reading in bed. Adjacent is the bathroom, perhaps, where adequate lighting, comfortable temperatures and a plentiful supply of hot water give practical demonstration of electricity's worth.

Electricity relieves Mother's concern in the nursery room in many ways. The bottle warmer, bottle sterilizer, hot plate for warming up milk, are all within easy reach at feeding time. A room-to-room "intercom" near the baby, tells mother all is well when she's in another part of the house.

Meanwhile, throughout the home, the all-electric heating or cooling system operates smoothly to keep the family comfortable and healthy. There are no messy smells with electric, climate - control heating units.

It's no wonder people are thinking **electricity.** They want the leisure time it brings, they enjoy the comfort it affords, and they like its low price.

GET WASHERS INSIDE-

If you leave washing machines or freezers on outside porches during the winter you are risking large repair bills, warn VPI home economists.

The danger in this widespread practice is that severe motor damage may result when the motor is started in a stiff, cold condition.

If it is necessary to leave a motorized washer on the back porch —and it may be, in a crowded household — the machine should be brought indoors a few hours before it is used to allow it to warm up.

And unless home freezers and refrigerators are especially constructed to operate in low temperatures, they, too, should be placed where there is no danger of the oil and grease stiffening and congealing in cold weather.

Contrast the usual kitchen with its single ceiling light with this well-lighted modern kitchen with lights wherever decor and visual comfort require. Individual fixtures are provided over the range, sink, and counters. Fixtures are built into the ceiling and in the soffit above the breakfast bar.

New Electric Ranges Bring Automation into Kitchen

Automatic features built into new electric ranges let the homemaker prepare any food from delicate souffles to hearty beef roasts at the touch of a button.

Controlled for both time and temperature, the new electronic ranges bake, french fry, broil, barbecue, boil, stew, grill and roast all types of food to gourmet taste, turn themselves off and ring a chime to indicate dinner is ready.

Even ordinary pots and pans become "automatic" when placed on automatic surface units that supply balanced heat at any selected temperature.

Special meat thermometers that plug into the master oven wall make ovens fully automatic. To roast a turkey or leg of lamb, the user simply inserts a metal probe into the meat and sets the controls for cooking time. A dial on the range back panel, indicates "rare," "medium" or "well done" for all meats.

In addition to the automatic cooking unit and meat thermometer a large capacity plug-in rotisserie comes wtih some new ranges. A two-sided wire grill used for turning steaks and chops under the broiler can also be plugged into the rotisserie.

Other convenience features available on many electric ranges include a raisable broiler rack, lighted pushbutton controls, a plug-in surface griddle, and small appliance outlets.

For homes and apartments where kitchen space is limited, electric ranges only 30" wide are available.

Housepower Is Insufficient in Many Homes

Perhaps the most often overlooked aspect of a house is its electrical capacity. Yet it is among the most important features in a new home. In terms of day-to-day living, electrical capacity—the housepower of the house—is just as important as the quality of construction, size and number of rooms and the color of paint or wallpaper.

Experts in the electrical industry and economitas say that by 1970 the home owner, in his effort to live better eelctrically, will be using three times the amount of electricity he is using today. This fact is pointed up by surveys, by the growing rate of appliance purchasing and by the many new types of appliances now on the drawing boards of various manufacturers.

Despite this, the prospective home buyer usually neglects to look into the electrical capacity of the house. He does not find out if there is enough wiring and sufficient circuits of proper size and capacity to give him all the electricity he needs for his appliances, lights, and other electrical equipment he owns now or plans to own in the near future.

Many new homes barely have enough wiring to carry the electrical load requirements of today. Certainly they do not have the capacity to accomodate the increased load needed two or five years from now. A large number of homes, built as recently as five or seven years ago, are getting along with only 30 or 60 ampere service, when 100 amps today would barely suffice.

When there is insufficient electrical capacity in the house, fuses blow with disconcerting frequency. Lights dim or the TV picture flickers when the refrigerator turns on. Have you heard your refrigerator start with an asthmatic wheeze? Or your toaster that taken the morning to toast? Or your mixer that does a slow waltz? It's not the appliances — it's your home's low housepower.

The remedy is simple. Call in your electrical contractor. Let him see to it that your home has a clean bill of health electrically. Its "blood pressure" should be normal or better than normal.

Automatic washers should be thoroughly rinsed after each use, and allowed to dry and air. Lint traps should be kept scrupulously clean.

Choose One of Eight Types Of Loans for Wiring Fix-up

Have you noticed your neighbor's home lately? He seems to have done quite a bit of renovation. That rewiring of his house was a big improvement, and his wife can't help raving about her all-new, electric kitchen. How can they afford it?

Perhaps your neighbor's more efficient and more comfortable home is the end product of his financing the improvements through his local bank. Today, borrowing money for the purchase of home improvements or appliances is a common American occurrence. It's estimated that more than ten million families are presently enjoying their improved homes while paying for the renovation.

There are eight types of loans for the purchasing of appliances and home improvements available from one or the other of six types of lending institutions. They are:

THE CONVENTIONAL PROPERTY LOAN finances a variety of home improvements, including built-in appliances, landscaping, barbecue pits and lawn sprinkler systems. It is not available through all types of institutions, since it is not insured by the FHA or other governmental agencies.

THE VETERANS ADMINISTRATION LOAN allows qualified veterans to allocate a portion of their "GI Mortgage" for home improvement purposes. This is an insured loan and generally has a lower interest rate than a "conventional" loan.

TITLE I (FHA) insures qualified lending agencies to make improvement loans — restricting them, however, to essentials.

"OWN-PLAN" LOANS, in many communities, are offered by commercial banks, savings and loan associations and trust companies. It is similar to Title I, but not insured by the government.

OPEN END MORTGAGE financing is, since World War II, a popular means to realize home improvements. It offers the advantage of using the original mortgage interest rates over a longer period of time in which to pay. The home owner can borrow additional funds on his original mortgage without rewriting it or taking out a separate loan. Most savings and loan banks offer this type of financing.

A SUPPLEMENTAL LOAN, or rewritten mortgage is in effect a second mortgage. Most banks holding the original note on property will extend another loan for improvement purposes.

PERSONAL LOAN NOTES can be obtained from banks, credit unions and small loan companies.

INSTALLMENT CONTRACTS are familiar to almost everyone. These are made with dealers, and retailers for buying "on time." It is wise practice before signing work or signing papers to find out all the credit charges involved; compare the total cash or installment contract with the bank or loan; check with the loan officers or the dealer's store credit manager if any exist about charges.

Caution pays. Before you take honest counsel of your rating and other financial relations. When borrowing, stick to reputable firms only — read the fine print of contracts before signing.

If you need one, a fair loan is fairly easy to get, and it will help you provide a more comfortable home for your family.

ELECTRIC PAGE ..

Electronic Ovens can cook a 1-Minute steaks in seconds.

The most revolutionary idea in electric living is the electronic oven. Radically reducing the time spent in previous cooking methods, it substitutes "time" for "temperature" factor as the important thing in the housewife's cooking efforts.

It is fast, too. A 10-lb. turkey can be done in less than 30 minutes, 15-lb. turkey in 45 minutes, hot dogs straight from the freezer are done in 45 seconds. Jam will be juicy, too.

The electronic oven cooks by microwaves which penetrate food. The food molecules are vated by the microwaves and generate internal heat. Meats can be cooked either in paper or in glass or china dishes — the actual dishes to be served. Metal utensils cannot be used in the electronic oven because it reflects microwaves.

Simple to operate, the food placed in the oven can be observed through a metal screen door so that only can see a layer rain, pour from a mix, rise and puff within six minutes.

The price range at the moment is $800 to $1,200. But it won't be long before popular demand and production techniques by manufacturers bring this revolutionary oven within the reach of everybody.

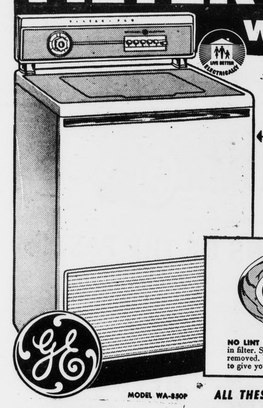
THINK NOW ABOUT CHRISTMAS GIFTS

Smart housewives can look forward to a white Christmas — or without snow — if they start now to drop hints for gifts of major electrical appliances. Instead of the-minute range, refrigerator, dishwasher, freezer, washer, ironer or water heater is not the perfect Christmas gift but it will start you off to a better electrical living in '57.

Year-round heating units, such as heat-pumps which heat in the winter and cool in the summer, can be built into walls, floors or in basement usually taken up by furnace can be illustrated for recreational use. Shown here is General Electric's "Weathertron."

The NEW G-E

FILTER-FLO® WASHER



now with . . .

2 WASH SPEEDS!

2 SPIN SPEEDS!

YOUR CHOICE of Normal or Slow *wash* speeds, Normal or Slow *spin* speeds — or any combination to suit any washable fabrics!

NO LINT FUZZ ON CLOTHES! Lint is trapped in filter. Sand and soap scum are automatically removed. Wash water is cleaned and re-cleaned to give you cleaner clothes!

MODEL WA-850P

$339.95

ALL THESE WONDERFUL FEATURES

- Over 50% more clothes capacity than many other automatics!
- G-E Activator® Washing Action
- Water Saver for small loads
- Warm or Cold Rinses
- Full-width fluorescent lamp
- Extra-large opening for easier loading and unloading
- 5-Year Warranty on sealed-in transmission
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NEW MATCHING HIGH-SPEED DRYER with famous G-E Automatic Control for perfect drying of all types of fabrics.

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PHILCO AMOCO

AGE DISPOSERS D HEALTH

ou're having trouble selling husband on buying you an garbage disposal, here's an that's sure to work.

Aside from the convenience to you and housewives, the scientific disposal of garbage has been hailed unity planners as an important step in upgrading public ith at less cost to city governments. If he's interested in the expenses of government — and thus saving on s — he should see to it that the reputable firms only — read the fine print of contracts before signing.

Ads can also tell him that electric garbage disposers are being sold at the rate of 300,000 a year—over two million now in daily use.

An electric garbage disposer can be installed in any existing home — in homes with septic tank systems. They are not expensive to operate. In the average home, a unit uses only 1 to 1½ gallons of water per person. Electricity costs less than a penny per person every month. The unit is self-cleansing.

Many engineers, city officials and community planners encourage more widespread use of garbage disposers. It is a matter of fact that garbage breeds rats under unsanitary conditions and, in most communities incinerator facilities are grossly overtaxed. Costs of collecting garbage trucks have risen.

Electric garbage disposers help provide an answer to many civic health problems and, in addition, help homemakers live a good life .. electrically.

DOORS TURNED D EXTRA NING AREA

Weatherproofed outdoor lighting equipment and portable appliances ushered a new era in outdoor living. With electricity, the smart homemaker can make outdoor areas the important set of "rooms" of the house—to dine, to entertain, to work and play—and best of all, to enjoy.

Only recently, the National Electric Code required conduit or cable sheathing for underground wiring. Now a practical and less costly way is the use of direct burial plastic - coated wiring. And weatherproofed electrical outlets are now available—which can be installed to fence posts, trees or buildings.

Outside electrical service of this type makes "now and then" outdoor living a thing of the past. No longer must you flee the cool, dark garden to catch a favorite television show inside the house. (More the TV outside, or part of the new, compact, portable). Twilight moments on the terrace need not be interrupted because it's time to get dinner ready in the kitchen. (Cook outdoors on an electric rotisserie-broiler, a portable electric barbecue grill?) There's no reason to call it a day for that game of croquet when darkness falls. (Just flip a switch and bathe your backyard in light.)

HE FREEZER IS A REE-WAY WINNER

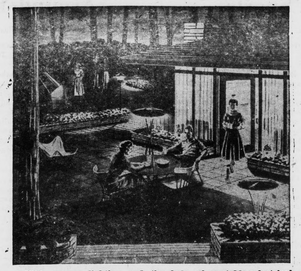
Economy, variety, and convenience are three of the big things in favor of the home food freezer has added to the modern American diet.

The freezer completely removes the problem of "seasons" from your diet. That nice string of bass you caught in August can come to the dinner table in January, with "taste of the lake" freshness. Vegetables like corn on the cob are usually enjoyed only in the summer months, can be eaten year 'round.

Also by buying in season and in quantity, the housewife can make her budget cover more territory. For instance, living on a $100 food budget is quite common for a freezer family. Entire meals can be frozen for future use. Leftovers can be used later. Monotonous menus are no longer. With year-round food variety is the key word in families with a freezer.

Ownership of a food freezer will shorten your kitchen routine. It will enable you to cut time for food preparation from hours to minutes. No more frequent shopping trips and long meal planning. This bringing you more leisure, meals will look better, taste better, and be better. You and your family will live better — healthily.

Michigan State runs over Notre Dame in football meeting.



With proper lighting and the help of portable electrical appliances, a home's outdoor area—terrace or lawn—can be turned into an important "extra room." Outdoor lights of all types to suit all occasions, moods and pocketbooks are on the market now. Shown here are some of Moe Light Div., Thomas Industries, Inc., outdoor fixtures.

Proper Lighting Can Make Homes Richer and Happier

Professional decorators agree that the lighting in a home can show off—or show up any decorating scheme. Too much light can be as bad as too little light, and even one misplaced fixture can destroy the mood that makes a room inviting and comfortable.

It's not just by chance that producers of motion pictures, the theatre, and television pay a lot of money for experienced lighting directors. Lighting can set the mood for every human emotion as is witnessed in any theatrical production. No good photographer would use a single glaring light for the study of a beautiful woman. But the very same woman would probably go home to face her husband and guests under poor lighting conditions that make her look years older than she is. With proper lighting on the other hand, the plainest woman or decorating scheme can look attractive.

Recent surveys show that the average American home contains seventeen or eighteen light bulbs or tubes. Enough? Not by a long shot. Proper decoration and utility require sixty or more bulbs skillfully placed and integrated for maximum efficiency. People used to poor lighting do not realize that their whole well-being can be influenced by a few inexpensive bulbs. Large shadowy areas, for instance, create an atmosphere of gloom and a depression. Flat lighting .. boredom. Harsh, glaring lights bring on restlessness and fatigue. Accent lights against a well lighted background stimulate the feeling of gaiety and interest.

Proper lighting can make rugs look rich and luxurious, metallic fabrics take on a new glitter, soft woods look lustrous and copper and brass pieces stand out with their warm new glow.

The many types of fluorescent lights available today can litterally change the mood in any room of the house. Cool fluorescents are strong in blue, and will accent blue colors while dulling reds and yellows. Warm fluorescents strengthen those reds and yellows, while dulling blues and greens.

It is foresight to know how your color scheme will react under certain types of illumination. A "perfect" color scheme can be a complete failure if the wrong light is employed. Just how much light, either natural or artificial, that can be had in any given room will be one of the most salient points in deciding whether or not certain colors or patterns fit into decorating plans. A room such as a library where little natural sunlight enters may afford more leeway in the combination of light and dark coolrs. Whereas a naturally sunny room probably will exclude the possibility of mixing extremes in light and dark shades. The color must fit the room, not the room the color.

By working with light and color together, watching the changes they have upon each other, how they clash or enhance each other is to begin to understand how any home can be vastly improved through proper lighting.

Unless manufacturer's instruction book specifically says so, never immerse a portable electrical appliance into water while cleaning it. In the case of the electric skillet by Westinghouse (shown here) the unit can be immersed up to the tip end of the handle, where control dial is loca'ed.

LBE GAINS LOCAL, NATION - WIDE ADV. SUPPORT

"Live Better .. Electrically" is the slogan of a nation-wide effort to acquaint the American family with the many-fold benefits to be derived from electrical living.

The program is sponsored by the nation's electrical industry and its allies, such as architects, builders, realtors, banks, and lending institutions. It is conducted on local levels by electric utilities against a backdrop of national promotion.

In addition to the utilities, the program is strongly supported by all other segments of the electrical industry, including electrical contractors, distributors, dealers and manufacturers, both individually, and through their associations.

The list or manuctactures includes some of the bigest and most recognized trade names in the industry.

Although the "Live Better .. Electrically" program is national in scope, it functions locally under the direction and sponsorship of the electric utility in each area.

"The Live Better .. Electrically" project is planned as a five year program, but it may run for ten years.

Clover Hill

Clover Hill, Oct. 23.- Mr. and Mrs. F. L. Murphy were recent dinner guests of Mr. and Mrs. F. W. Hanenkrat. Visiting in the Hanenkrat home on Sunday afternoon were the Rev. and Mrs. Randolph Hite.

Mrs. Elliott Torrence attended celebration of the fiftieth wedding anniversary of Mr. and Mrs. Donald Hamilton at the Mt. Comfort Church Sunday.

Sympathy is extended to the family of Mr. Berkley Gilbert, who died suddenly Monday at the Conner Grocery Store.

Mrs. Ruby Paulette, a former resident of this community, is a patient at the Virginia Baptist Hospital. She is expected to undergo surgery Wednesday.

Mrs. F. P. O'Brien and son, Delly and Miss Nettie O'Brien and David Jennings, the latter from Charlotte C. H., spent the week-end in Ashland with Mr. and Mrs. Jake Smith.

Miss Beatrice Franklin, of Red House spent the week-end with Miss Nancy O'Brien.

Mrs. Wilson Paulette and Mr. Gene Paulette, of Urbanna, who spent the week-end here, visited Mrs. Paulette's brother, C. V. Tucker, of Phenix, Sunday.

Mr. and Mrs. Ben Wheeler and children, Louise and David, spent Sunday with Mr. and Mrs. Bob Wheeler, of Richmond.

Mr. and Mrs. Alfred Torrence and son, Al, of Tazewell, visited his parents, Mr. and Mrs. D. E. Torrence last week.

Mrs. William Copenhaver, of Richmond spent the week-end here with her mother, Mrs. William Pitzer Gills.

Expert

An efficiency expert is one who is smart enough to tell you how to run your business but too smart to start one of his own. —The Flight Log, Ala.

PROPER CARE ADDS YEARS TO LIFE OF APPLIANCES

Here's one small word of caution before you start flipping the switches on your new electrical appiance — read the instruction manual. Better yet, read it twice.

Any electrical appliance will last long and perform well if you take the time to learn exactly what the equipment is designed to do and how to make it operate efficiently. Reading the book of directions will help you to get more out of the appliance, and thus a better value for your money.

The most important single rule is maintenance on a regualr basis. Keep your appliance in good shape all the time. Repairs should be attended to promptly and should only be done by qualified electricians.

The coffemaker should be thoroughly rinsed after use with hot, clean water. Care should be taken to avoid wetting electric element in base. Never immerse the coffeemaker in water. Dry with a soft, clean cloth.

Value throughout—and easy to own

Liberal trade-ins, easy terms

See it now!

Appomattox Hardware Co.

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All Day, Every Day Live Better-*Electrically*

LENGTHEN YOUR DAYS—INDOORS AND OUT! Modern lighting not only makes your home lovelier and more livable—it can also extend into the yard with weatherproof fixtures. Perfect for long evenings on the lawn or around the barbecue.

THE "COOK'S" DAY OFF can be *every* day with a 1956 Electric Range. The clock-controlled oven roasts, bakes, even cooks whole meals by itself. And the new, automatic pot-watching top elements never let anything scorch or boil over.

LIVE BETTER ELECTRICALLY

SMILE AWAKE TO MUSIC and the aroma of fresh-made coffee! No trick at all with an Electric Timer. It clicks on your bedside radio a few minutes after it has started your automatic Electric Coffee Maker perking.

LETTER PERFECT LAUNDRY. Need time to keep up with your letter writing? Lady, you've *got* time when your automatic Electric Laundry takes over. It washes, rinses, and fluffy-dries clothes. Leaves you free to Live Better—Electrically!

FREE! NEW 72-PAGE BOOK ON BETTER LIVING. Packed with pictures, room arrangements, ideas. Approved by leading home economists and home magazine editors. Get a copy from your Electric Appliance Dealer . . . or Vepco.

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